



**Board of Trustees
Committee Meeting
Rudolph Jones Student Center
Room 242**

**COMMITTEE ON UNIVERSITY ADVANCEMENT
Wednesday, September 24, 2025
11:00 AM**

Call to Order Dr. Warren McDonald, Committee Chair

Welcome and Opening Remarks Dr. Warren McDonald

Roll Call Karen Bussey

Approval of Minutes: June 11, 2025

Information Item:

A. University Advancement Updates Omar O. Bell
Vice Chancellor for University Advancement

Action Items:

There are no action items to be presented at this committee meeting.

Committee members: Warren McDonald, Jerry Gregory, Brian Pearce, Frederick Nelson, Glenn Adams

Staff Liaison: Omar O. Bell
Board Professional: Treva Bentley

For further information, please contact:
Omar O. Bell, Vice Chancellor for University Advancement
910-672-1337

COMMITTEE ON UNIVERSITY ADVANCEMENT

Wednesday, June 11, 2025

11:05 AM

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, June 11, 2025, in the Rudolph Jones Student Center, Multi-purpose Room 242 and via Microsoft Teams. The meeting was called to order by Trustee Gregory Pinnix at 11:09 a.m.

ROLL CALL

The following trustees were in attendance: Mr. Jerry Gregory, Mrs. Joyce Adams, Mr. Warren McDonald, and Dr. Kimberly Jeffries Leonard.

APPROVAL OF MINUTES

It was moved by Trustee Warren McDonald and seconded by Trustee Joyce Adams that the minutes of the Committee on University Advancement Meeting held on March 26, 2025, be accepted, as printed. The motion carried.

UNIVERSITY ADVANCEMENT UPDATES

Mrs. Sandy Yates, Associate Vice Chancellor for Development, provided an update on fundraising engagement.

The year-to-date (YTD) total fundraising comparison reflected revenue totaling a little over \$6 million as of May 20, 2025, compared to \$3.7 million in FY24. Total commitments at the time were \$5.1 million compared to \$1.5 million in FY24.

Additionally, faculty and staff giving totaled \$53,770 this fiscal year compared to \$47,864 in FY24. Advancement staff continue to work towards gaining the trust of university internal constituents. Thus, the increase in the giving total for FY25.

AVC Yates provided an update on the new senior giving initiative launched during Spring Commencement, which encouraged graduating seniors to donate in exchange for a special FSU alumni cord. The cord symbolized their first gift to FSU. The students were especially recognized during the induction into the FSU National Alumni Association (FSUNAA) at commencement. One hundred and fifty (150) graduate donors gave a total of \$2,745. AVC Yates recognized Mrs. Linda Coley, FSUNAA President, for her efforts and invited her to share comments. As these efforts are continued, an increase in senior contributions will be sought. Trustee Kimberly Jeffries-Leonard commented that giving the cords was a brilliant idea and asked if all Trustees could also receive a cord. Trustee Jerry Gregory concurred the cords were a good idea.

Overall, alumni giving has continued to increase, underscoring the diligent work of the university advancement team. Growth over the last two fiscal years show:

- In FY23, alumni donors totaled 1,233 (4.4%).
- In FY24, alumni donors increased to 1,475 (5.3%).
- Thus far for FY25, over 1,920 (7%) alumni donors have given—which will exceed this year’s strategic goal of 7%.

At the conclusion of the update, Ms. Coley thanked the Trustees for their support and encouraged them to continue giving back to FSU.

ADJOURNMENT

The Committee on University Advancement adjourned at 11:34 a.m.

Respectfully Submitted,

Gregory Pinnix, Chair
Treva Bentley, Recorder



BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

Omar O. Bell
Vice Chancellor for University Advancement
September 24, 2025

**STATUS REPORT:
CLOSING OUT A
RECORD-BREAKING YEAR**

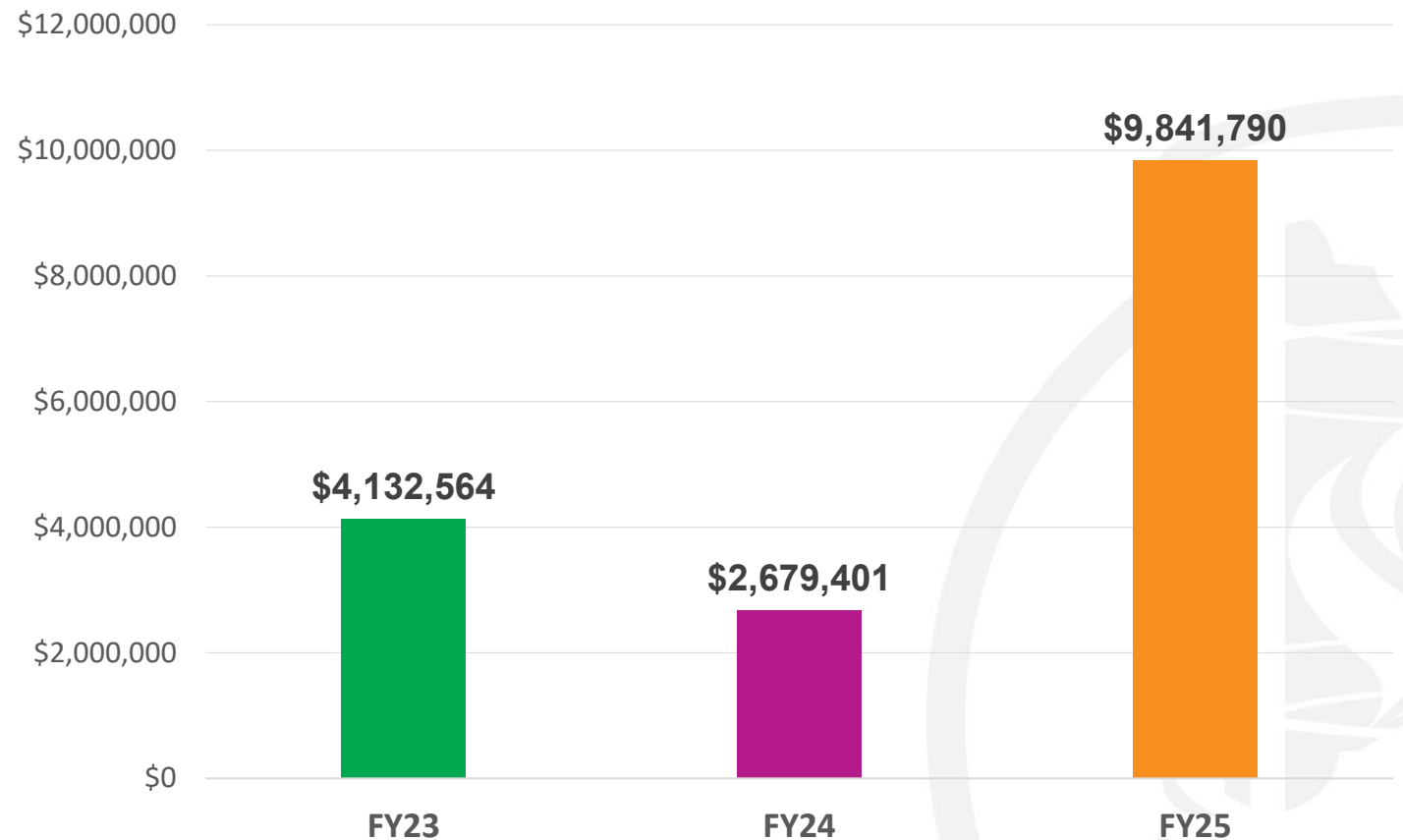


UNIVERSITY ADVANCEMENT STATUS REPORT

Fiscal Year 2025 concluded with record-breaking fundraising results. Total contributions reached ~\$9.8M – the highest amount in university history.



Total Giving Last 3 Years

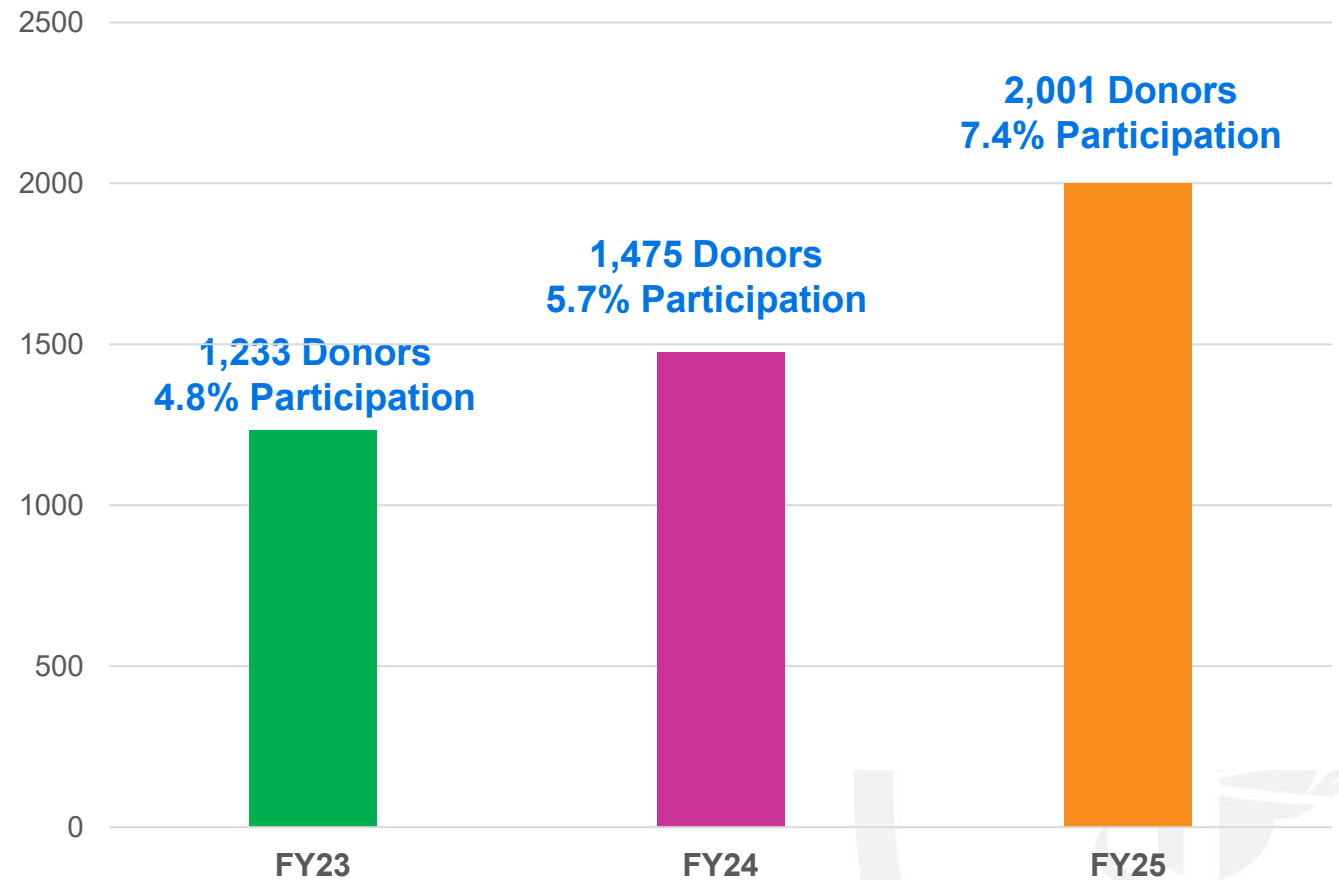


UNIVERSITY ADVANCEMENT STATUS REPORT

Alumni engagement is on the rise at FSU. Participation grew for the third consecutive year to 7.4% (2,001 donors).



Alumni Participation



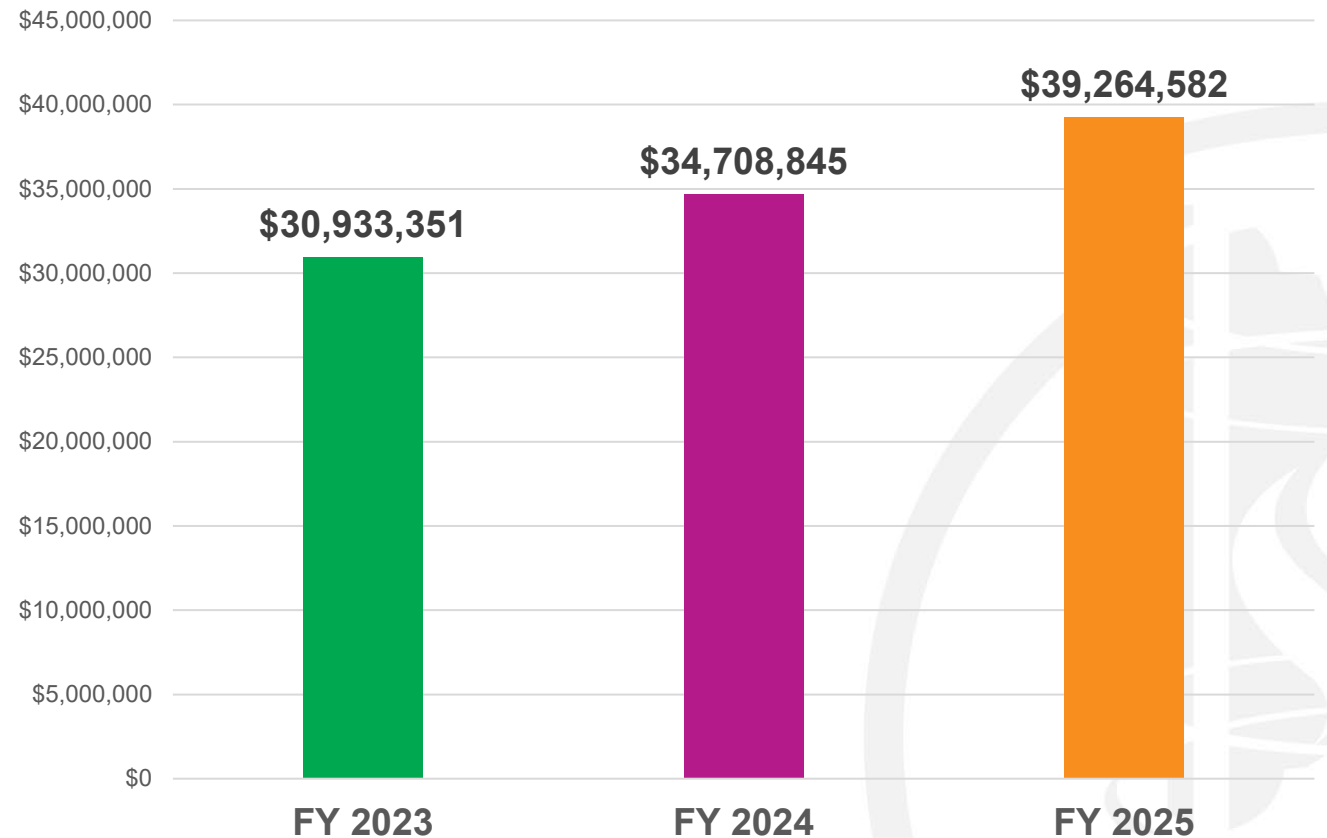
***YTD26: 1,283 at 4.6%**

UNIVERSITY ADVANCEMENT STATUS REPORT

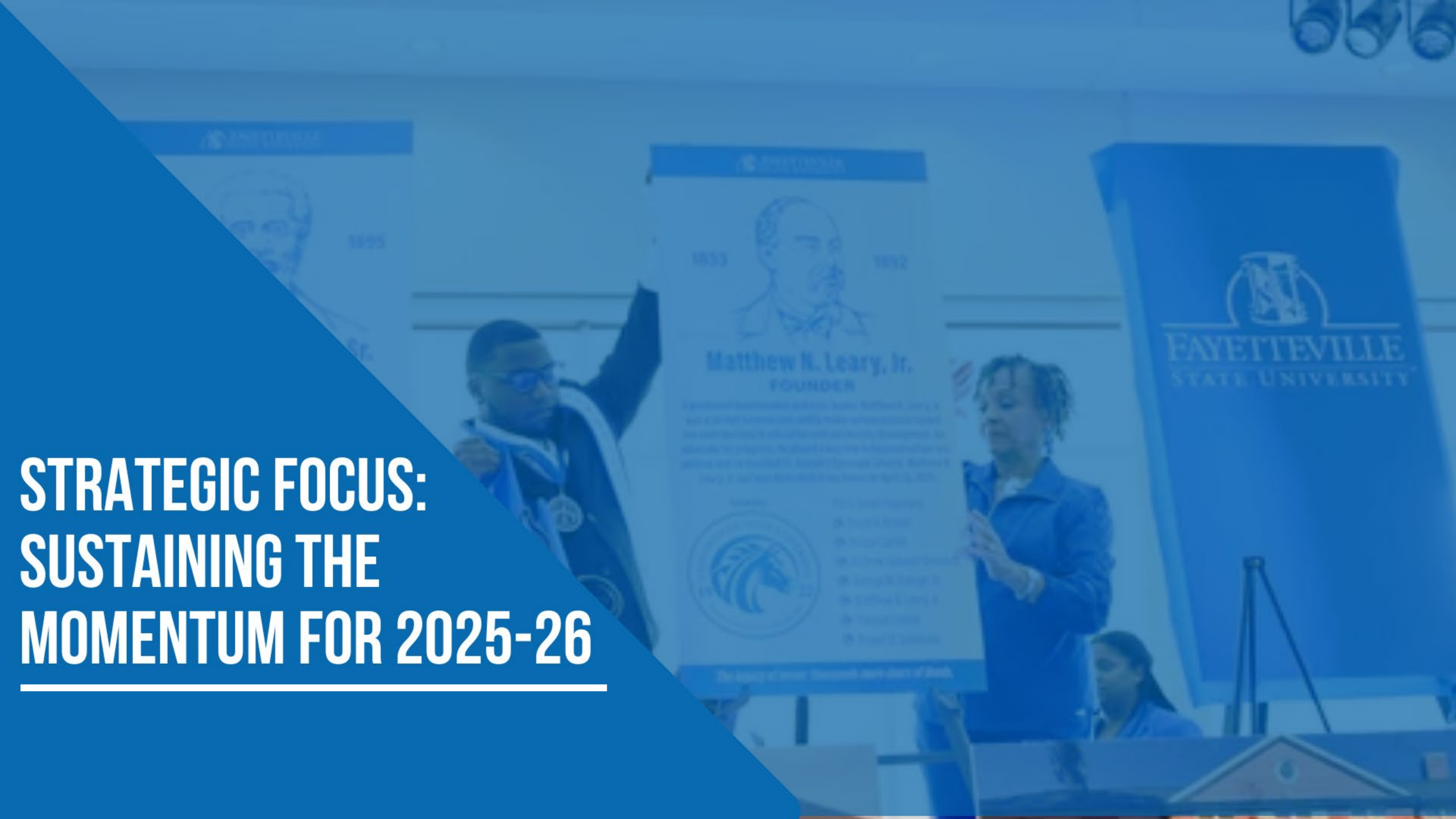
Endowment funding grew to ~\$39.2M ensuring long-term stability and financial support for student scholarships, faculty development, and academic programs.



Endowment Growth Last 3 Years



STRATEGIC FOCUS: SUSTAINING THE MOMENTUM FOR 2025-26



2025-26 DIVISION STRATEGIC FOCUS

BRONCO GIVING: SUSTAINING THE MOMENTUM



Meeting Division Metrics

- Raising Dollars
- Strengthening Donor Relations

Strengthening Data Analytics

- Improving System Automation
- Gaining Feedback from Donors

Building Qualified Portfolios

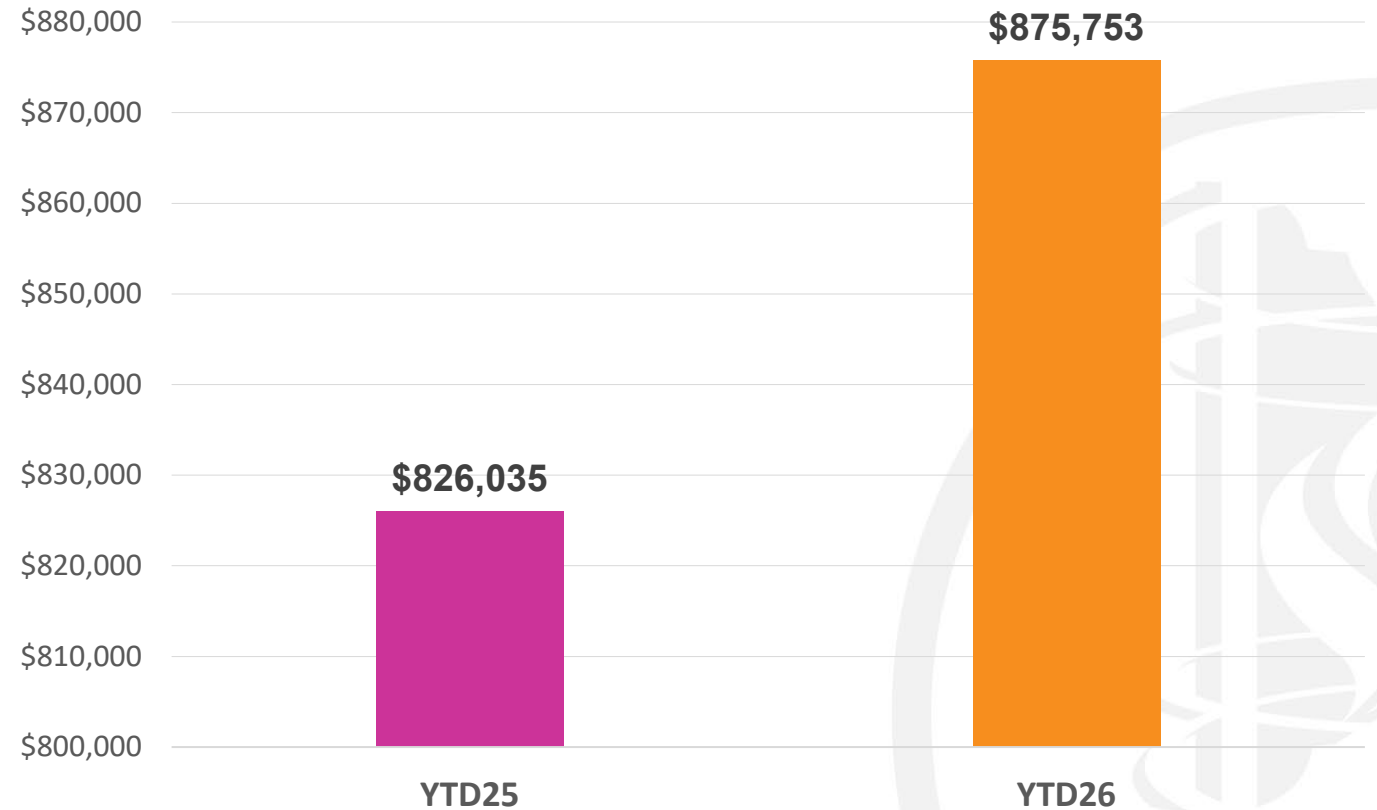
- Incorporating Strategic Solicitations
- Conducting On-going Visits and Engagement

YEAR-TO-DATE COMPARISONS

FSU is already coming out the gate strong with total fundraising at \$875,753.



YTD Total Fundraising Comparison



QUESTIONS

